

Commission for Arts and Culture

# **FY20 Arts and Culture Funding Programs Request for Proposals**

Download slides and RFP Scoring Sheet:

[www.sandiego.gov/arts-culture/funding](http://www.sandiego.gov/arts-culture/funding)



- Request for Proposals (RFP) evaluation criteria and scoring
- Tips and tricks for writing an RFP
- Addressing the Commission Advisory Panels In-person
- What happens after you press “submit”?
- More technical assistance tools
- Q & A

## Phase 1: Request for Qualifications (RFQ)

1. Assess if an applicant is qualified to contract with the City:
  - Applicant is eligible,
  - Accountability through governance and financial management,
  - Has the capacity to manage the terms of a City contract.
2. Reviewed by one trained team, including nonprofit experts from University of San Diego and City staff who have nonprofit management expertise.
3. Applicants are categorized as “Qualified” or “Not Qualified.”

## **Phase 2: Request for Proposal (RFP)**

1. Assess the proposed programs/services or projects provided for citizens and visitors and how well they align with the City's goals.
2. Looks at programs/services or projects, community engagement, programming/production capacity, emphasis areas, and a project budget for CCSD.
3. Evaluated by Commission Advisory Panels of Commissioners and community leaders.



# Evaluation Criteria

FISCAL YEAR 2019 ORGANIZATIONAL SUPPORT PROGRAM (OSP)				
RFP APPLICATION QUESTION		EVALUATION CRITERIA FOR APPLICATION SECTION	QUALITIES OF A STRONG APPLICATION	SCORING
<b>RFP SECTION 3: COMMUNITY ENGAGEMENT</b>		<ul style="list-style-type: none"> <li>• Degree to which the organization thoughtfully and intentionally identifies its core community/audience</li> <li>• Degree to which the organization provides evidence that the programs/services are relevant and impactful to its core community/audience</li> <li>• Degree to which the organization provides evidence that its programs/services are accessible and inclusive</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence is provided to show that the organization understands its core community/audience</li> <li>• Evidence is provided to show how programs/services connect to core community/audience</li> <li>• Evidence is provided to show that the core community/audience finds the programs/services to be relevant and impactful</li> <li>• Evidence is provided to show that the organization understands accessibility and inclusivity in the context of providing programs/services</li> <li>• Evidence is provided to show that programs/services are accessible and inclusive</li> </ul>	Strong = 5 points Good = 4 points Basic = 3 points Weak = 2 points Unresponsive = 1 point
	1. Describe the core community/audience for your organization's programs/services in terms of geography, age, cultural and economic characteristics, as applicable.			
	2. Describe how your organization identifies the core community/audience and how your organization designs programs/services that are relevant and impactful to this core community/audience. Provide quantitative and qualitative data to show the impact of your organization's programs/services.			
	3. The Commission is responsible for ensuring that the City's funds benefit San Diegans of diverse cultures, ethnicities, incomes, abilities, genders, ages, orientations and neighborhoods. What does your organization do to ensure that its programs/services are accessible and inclusive?			

Use the RFP Scoring Sheet when creating your proposal.

- Applicant Profile (not scored)
- Programs/Services or Projects
- Community Engagement
- Programming/Production Capacity
- Project Budget (CCSD Only)
- Achievement in Emphasis Areas



# Section 1: Applicant Profile

**This section is not evaluated or scored by the panel. The profile provides context about your organization and can be used to make reasonable inferences for other sections in the application.**

- Legal name, and DBA (if applicable)
- Mission statement
- Organizational chart, with names and titles (OSP only)
- Current board approved annual operating/project budget
- Fiscal sponsor information (if applicable - CCSD only)
- Work samples – 3 attachments and a calendar of activities
- Referrals or endorsements from independent third-party sources





## Section 2: Programs/Services or Project

- Primary programs/services or project that your organization is proposing to produce during the contract period
- Alignment with the City's goals from Council Policy 100-03:

Goal 1: Enhance the economy

Goal 2: Contribute to San Diego's national and international reputation as a cultural destination

Goal 3: Provide access to excellence in culture and the arts for residents and visitors

Goal 4: Enrich the lives of the people of San Diego

Goal 5: Build healthy, vital neighborhoods



# Section 2: Programs/Services or Project Cont'd.

## Application Section Questions

1. What are the primary programs/ services that your organization plans to conduct between July 1, 2019 and June 30, 2020? Include information about where the programs/services occur, how often and how many people are served.

2. How do your organization's programs/services align with at least one of the City's goals per Council Policy 100-03?

## Evaluation Criteria for Section

Degree to which the organization's programs/ services achieve at least one City goal

## Qualities of a strong Proposal

- Programs/services are clearly described
- Evidence is provided to show that programs/services are researched and developed for optimal impact
- Program/service impacts are clearly linked to at least one City goal with quantitative and qualitative data



## Section 2: Programs/Services or Project Cont'd.

### Qualities of a strong Proposal

- Programs/services are clearly described:

Are you giving the details, so that a panelist could tell a friend about your programs/services or project?

- Evidence is provided to show that programs/services are researched and developed for optimal impact:

Are you providing details that show you designed the program to have the greatest impact?

If your program serves seniors, are you holding your services in areas with high concentration of seniors or partnering with caregiving organizations?

If your programs address cross-border communities, are you using bilingual educators?



## Section 2: Programs/Services or Project Cont'd.

### Qualities of a strong Proposal

- Program/service impacts are clearly linked to at least one City goal with quantitative and qualitative data:

Quantitative Data: *Expressing a certain quantity, amount or range.*

Example: In Forever Young, **150 seniors in 10 senior living communities** learn to choreograph modern dance productions. The communities that participate in the program **report 50% higher resident satisfaction based on surveys** conducted internally by the facility, and **increased engagement between staff and residents**, improving the over all quality of life for seniors in those areas.

Qualitative Data: *Soft facts such as stories, testimonials, reviews, visual surveys, etc. These can come from comment cards, professional critics, people in your community.*

Example: Juanita, a 85 year old woman from Bayside Manor in Bay Park, **shared that “being able to dance activates my mind, makes me feel creative and proud of myself.”**



# Section 2: Programs/Services or Project Cont'd.

## Qualities of a strong Proposal

Quantitative Data: *Expressing a certain quantity, amount or range.*

Example: In the past three seasons, ABC Theatre has **produced 10 new works, 5 that have continued to Broadway, 2 of the works received Tony nominations** contributing to San Diego as a national leader in the theater community. Helping to contribute to the local economy, ABC **employs 100 individual artists** (75% living in San Diego) through **our Living Wage Endowment**, that pays artists a living wage to work full time.

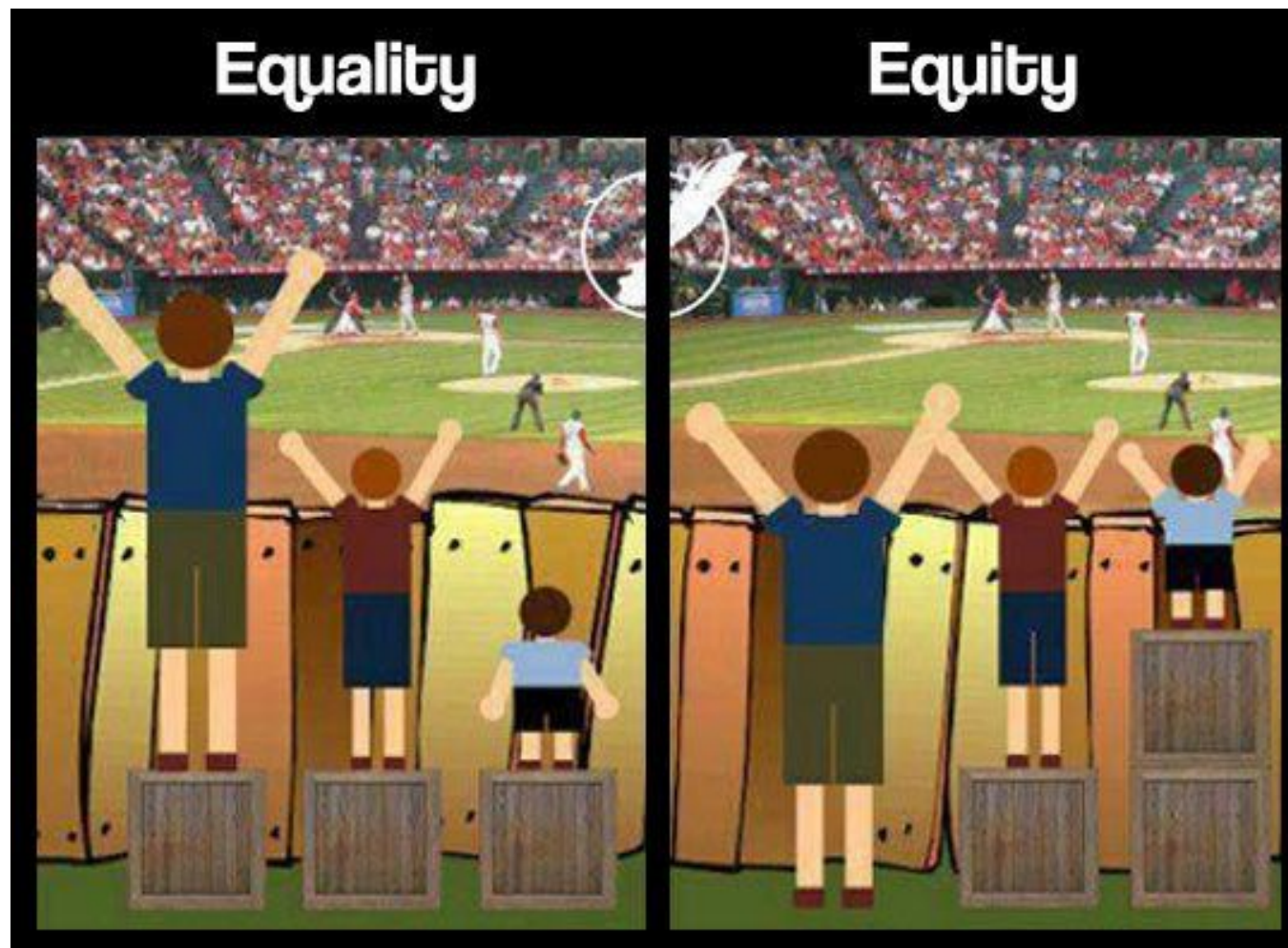
Qualitative Data: *Soft facts such as stories, testimonials, reviews, visual surveys, etc. These can come from comment cards, professional critics, people in your community.*

Example: Let's Go Outside, our neighborhood co-op playwriting series, **partnered with 5 community planning boards** to create neighborhood specific productions. **75% participants surveyed after their production**, said they felt more connected to their neighbors and involved in their community.

# Section 3: Community Engagement

- Description of core community/audience  
Demographics, economic description, qualitative description, location, etc.
- Programs/services relevancy the core community/audience  
Impact on that community, participation by that community, and why do your programs/services matter to them?
- Equity and inclusion practices

# Section 3: Community Engagement



## Section 4: Programming/Production Capacity

- Past experience producing programs/services  
History of production, record of success
- Access to resources other than financial resources  
Space, partners, volunteers, in-kind sponsors
- Relevant key program staff/volunteers  
Qualifications, experience, education, and how they contribute to success of the programs/services



# SD Section 5: Project Budget Calculator - CCSD

Project income and expenses for past and current projects

Previous	Current	Next
<input type="text" value="0"/>	<input type="text" value="0"/>	50,000
<input type="text" value="0"/>	<input type="text" value="0"/>	50,000

## Project Expenses

Total artistic fees for this project

Total expenses for this project

Artistic fees and total project expenses for proposed project

## Project In-kind

Total In-kind for this project

In-kind income for proposed project

# SD Section 5: Project Budget Calculator - CCSD

Cash income  
for proposed  
project

Sources of Project Cash Income	
A. Earned income	<input type="text" value="0"/>
B. Contributed income	<input type="text" value="0"/>
C. State arts agency income	<input type="text" value="0"/>
D. Local government income	<input type="text" value="0"/>
E. Other income (include applicant cash)	<input type="text" value="0"/>
F. Total project cash income	<input type="text" value="0"/>
<input type="button" value="Save Work"/>	

Sources of Project Cash Expenses - Actual Cash Expenses	
A. Artistic Fees	<input type="text" value="0"/>
B. Production Costs (personnel, equip.)	<input type="text" value="0"/>
C. Space rental	<input type="text" value="0"/>
D. Marketing (publicity, etc.)	<input type="text" value="0"/>
E. Other Expenses	<input type="text" value="0"/>
F. Total project cash expense	<input type="text" value="0"/>
<input type="button" value="Save Work"/>	

Cash  
expenses for  
the proposed  
project

## **Provide evidence that your organization has:**

- Received significant national or international recognition in the past three years.
- Made a significant investment in San Diego's professional artists.
- Made a significant investment in programs/services in the San Diego Promise Zone
- Significantly improved its impact through collaboration.
- Made significant connections with underserved populations in the City of San Diego.
- Generated significant overnight hotel stays in the city of San Diego in the past three years.

Don't confuse the length of a response with the quality. Succinct and clear responses are preferred to repetition.

Start the proposal early and allow enough time to review the quality and accuracy of the proposal before submittal.

Ask a third party to review your proposal for spelling and/or grammar errors, as well as clarity.

Start in word processing document and then transfer to online application.

Check for character counts (including spaces).

Compare your responses to Evaluation Criteria and Qualities of a strong Proposal.

Save a PDF copy of your submitted application for your records.

Save your work often.



## What Happens After You Press “Submit”?

- All RFPs will be reviewed by Commission Advisory Panels, comprised of representatives of San Diego’s diverse communities.
- Panelists are given batches of RFPs to read on their own and then they attend a public panel meeting to discuss them as a group.
- All panel meetings are **open to the public**, and applicants are encouraged to attend.

Applicants have the option to address the Commission Advisory Panels in person at prescribed intervals during the evaluation of their proposals.

This optional opportunity is offered to support the panels' understanding of the proposals they are evaluating, and applicants that choose not to address the panels in person will not be penalized.





# New: Address the Panels in Person

## **Prompt #1: Prior to the Panel Discussion**

Give your name, role and the organization you represent. What are the highlights of the programs/services described in your organization's proposal? (2 minutes maximum)

## **Prompt #2: Following the Panel Discussion**

Is there anything that you heard during the panel's discussion of your organization's proposal that is factually incorrect? If so, what did you hear that is factually incorrect and what is the correction? (2 minutes maximum)

## What Happens After You Press “Submit”?

Panel Dates are tentatively scheduled for Monday, March 18, 2019 – Thursday, March 21, 2019.

Panels will recommend scores for each proposal to the Commission.

The Commission votes to ratify the scores for each proposal.

Once the City’s budget is finalized, applicants will be notified of their final award amount.





# More Technical Assistance Tools

- **Office Hours**

FY20 applicants may sign up for one-on-one, 30-minute appointments for technical assistance for submitting responses to the RFP.

Appointments take place in person at The Commission for Arts and Culture office (located at 1200 Third Avenue, Suite 924 in Downtown, San Diego) or via phone. Multiple dates and times are available. Appointments are on a first come-first served basis.

Appointments Available (beginning at the top of every half hour) on specified dates from January 14, 2019 – January 30, 2019.

- [Technical Assistance Library Online](#)



# Key Dates for RFP

**February 8, 2019, 5:00 p.m.**

Last day for questions re: RFP

**February 8, 2019, 11:59 p.m.**

Responses to RFP due

**March 18 – March 21, 2019**

Panels convene to discuss and recommend scores for proposals

**March 25, 2019**

Results of RFP evaluation announced

**March 25, 2019 – April 5, 2019**

Appeals process for applicants not recommended for awards

Leticia Gomez Franco  
Civic Art Project Manager  
e: [GomezL@san Diego.gov](mailto:GomezL@san Diego.gov)  
p: (619) 236-6778

[www.sandiego.gov/arts-culture/funding](http://www.sandiego.gov/arts-culture/funding)

